

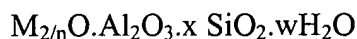
Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) An ecofriendly process for acylation of an alkylated benzene ~~derivative, derivatives preferably~~ wherein the process has increased selectivity towards at para position, and wherein the said process comprising comprises the steps of:

(a) reacting the alkylated benzene ~~derivative derivatives~~ with an acylating agent ~~such as chloride or anhydride of carboxylic acid or its homologues essentially and selectively~~ in the presence of a solvent comprising a compound selected from the group consisting of nitrobenzene, dichlorobenzene, dimethylsulfolane, and benzonitrile, ~~or mixtures thereof~~ and a crystalline alumino silicate catalyst having general formula:



wherein M is at least one of an alkali cation, and/or a rare earth cation, and a or proton, wherein a Si/Al ratio is in the range of 5.5 to 20, wherein a and the weight percentage of the at least one of the alkali and/or lanthanide cation is in the range of 10 to 30;

wherein the step of reacting is performed at temperature in the range of 80° to 140°C for a time period in the range of 5 to 25 hours;

(b) separating the solid catalyst from the reaction mixture of step (a), and

(c) separating the acylated alkyl benzene derivative from the mixture of step (b).

2. (Original) A process as claimed in claim 1, wherein the alkylated benzene derivative is isobutylbenzene.
3. (Original) A process as claimed in claim 1, wherein the acylated alkyl benzene derivative is isobutylacetophenone.

4. (Currently amended) A process as claimed in claim 1, wherein the acylated alkyl benzene derivative is ~~preferably~~ *p*-isobutylacetophenone.
5. (Currently amended) A process as claimed in claim 1, wherein the crystalline aluminosilicate catalyst used is selected from the group consisting of zeolite-Y and Zeolite- β .
6. (Currently amended) A process as claimed in claim 1, wherein the crystalline aluminosilicate catalyst is ~~preferably~~ modified using rare earth cations.
7. (Currently amended) A process as claimed in claim 1, wherein the crystalline aluminosilicate catalyst is modified using at least one of lanthanum and/or cerium in the range of 10 to 30% by weight.
8. (Currently amended) A process as claimed in claim 1, wherein the acylating agent is ~~preferably~~ acetic anhydride.
9. (Original) A process as claimed in claim 1 wherein in step (a), the alkylated benzene ~~derivatives~~ derivative is ~~are~~ reacted with acylating agent at atmospheric conditions.
10. (Currently amended) A process as claimed in claim 1 wherein in step (a), the alkylated benzene ~~derivatives~~ derivative is ~~are~~ reacted with acylating agent at temperature in the range of 100° to 140°C ~~and preferably at temperature in the range of 100° to 120°C~~.
11. (Original) A process as claimed in claim 1, wherein the solid catalyst separated in step (b) is regenerated for re-use.
12. (Original) A process as claimed in claim 1, wherein a ~~the~~ conversion weight percent of alkylated benzene derivatives is in the range of 5 to 40 %.
13. (Currently amended) A process as claimed in claim 1, wherein the ~~percentage~~ selectivity towards para position is in the range of 70 to 100%.